RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

June 12, 1997

RJR Account #442680
M. Gandulla
MOUNTAIN CANDY

SALEM TEAR TAPE PROMOTION #701147: JULY AND AUGUST 1997

Dear Mark:

SALEM .30¢ tear tape product has been ordered, as well as 53 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; July and August. Utilize the same Customer List for each drive period. New Displays will not be shipped with the August drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

SKU CUBE:	**0.4890**
SKU WT (w/o Product):	**1.4480 lbs**
Retail Sales Offers per Sku:	**40 units**
Billing per Sku:	**4 Full Price Cartons**

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $140.00 (10 (12M) case(s) @ $14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR AUGUST DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/jjvn0000

JULY DELIVERY
SALEM TEAR TAPE

July Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

DISPLAY LOAD (4 CARTONS):

1 CARTON EACH:

- SALEM FULL FLAVOR
- SALEM LIGHT
- SALEM FULL FLAVOR 100
- SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

PO #063097

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	*Full Flavor*	5
12300-12439	*Light*	5
12300-12239	*Full Flavor 100*	5
12300-12539	*Light 100*	5

Product / Premium Arrival: June 30, 1997

Ship Date to Retail: Week of: July 14, 1997

EFT $ Amount: $7,156.43

Non-EFT $ Amount: $N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

JULY DELIVERY

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Source: https://www.industrydocuments.ucsf.edu/docs/jjvn0000

AUGUST DELIVERY
SALEM TEAR TAPE

August Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM $3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 40-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.*

PO #080497

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	*Full Flavor*	5
12300-12439	*Light*	5
12300-12239	*Full Flavor 100*	5
12300-12539	*Light 100*	5

Product Arrival: August 4, 1997

(No Displays will be shipped)

Ship Date to Retail: Week of: August 18, 1997

EFT $ Amount: $7,156.43
Non-EFT $ Amount: $N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

AUGUST DELIVERY

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Source: https://www.industrydocuments.ucsf.edu/docs/jjvn0000

RETAIL CUSTOMER LIST

ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VAP WHLSR	VAP WHLSR NAME	SUPP NO	Number of Cartons To be Shipped SALEM FF	LT	FF 100	LT 100	TOTAL NO. OF STORES (DISPLAYS)
575577	GETTY MART	91 W MAIN ST	HANCOCK	NY	13783	442680	MOUNTAIN CANDY & CIG	947259	6	6	6	6	1
724724	MONSTER MART	2965 NYST RT 26	GLEN AUBREY	NY	13777	442680	MOUNTAIN CANDY & CIG	977264	1	1	1	1	1
743920	MAIN STREET BP	77 MAIN ST	BINGHAMTON	NY	13905	442680	MOUNTAIN CANDY & CIG	0	1	1	1	1	1
728531	RAINBOW FUELS & OIL	T/A THE PITT STOP	COOPERSTOWN	NY	13326	442680	MOUNTAIN CANDY & CIG	0	1	1	1	1	1
178199	OELKERS STORE	PO BOX 74 ROUTE 97	BARRYVILLE	NY	12719	442680	MOUNTAIN CANDY & CIG	905099	2	2	2	2	1
386605	CABRERA'S AUTO REPAI	ROUTE 42 NORTH	MONTICELLO	NY	12701	442680	MOUNTAIN CANDY & CIG	941617	3	3	3	3	1
388703	52 PICK UP	6363 STATE ROUTE 52	LIBERTY	NY	12754	442680	MOUNTAIN CANDY & CIG	928895	2	2	2	2	1
443887	S&O MINI MART	361 BROADWAY	MONTICELLO	NY	12701	442680	MOUNTAIN CANDY & CIG	0	8	8	8	8	1
458081	AMI PETRO, INC.	700 ROUTE 211 E	MIDDLETOWN	NY	10940	442680	MOUNTAIN CANDY & CIG	0	7	7	7	7	1
475191	GETTY	ROUTE 52	ELLENVILLE	NY	12428	442680	MOUNTAIN CANDY & CIG	946491	2	2	2	2	1
569076	TIGERS DEN EXXON	ROUTE 52	LIBERTY	NY	12754	442680	MOUNTAIN CANDY & CIG	922062	2	2	2	2	1
580163	SUNRISE STORE DBA	SUNRISE STORE	SLATE HILL	NY	10973	442680	MOUNTAIN CANDY & CIG	954644	4	4	4	4	1
586029	RACEWAY EXXON	167 JEFFERSON ST	MONTICELLO	NY	12701	442680	MOUNTAIN CANDY & CIG	919464	3	3	3	3	1
590577	STEVE'S	KIRK ROAD	NARROWSBURG	NY	12764	442680	MOUNTAIN CANDY & CIG	952150	4	4	4	4	1
654791	MONTICELLO QUICK LUB	RT. 42	MONTICELLO	NY	12701	442680	MOUNTAIN CANDY & CIG	0	1	1	1	1	1
674467	KOLI ENTERPRISES	425 MAIN ST	SOUTH FALLSBURG	NY	12779	442680	MOUNTAIN CANDY & CIG	965038	2	2	2	2	1
674468	U P WOODBOURNE	RT. 42 & 52	WOODBOURNE	NY	12788	442680	MOUNTAIN CANDY & CIG	964809	3	3	3	3	1
675064	MOBIL MINI MART	KHOTIAR CORP.	COCHECTON	NY	12726	442680	MOUNTAIN CANDY & CIG	964932	3	3	3	3	1
678964	A&K DELI MART	210 WICKHAM AVE	MIDDLETOWN	NY	10940	442680	MOUNTAIN CANDY & CIG	970285	2	2	2	2	1
680554	MIDDLETOWN TEXACO MI	DOLSEN AVE & DOLSON TOWN	MIDDLETOWN	NY	10940	442680	MOUNTAIN CANDY & CIG	0	3	3	3	3	1
688444	PRIME GAS & REPAIR	106 S MAIN ST	ELLENVILLE	NY	12428	442680	MOUNTAIN CANDY & CIG	0	4	4	4	4	1
688672	STAR MARKET LLC	RT 17N M&M RD	MIDDLETOWN	NY	10940	442680	MOUNTAIN CANDY & CIG	967042	2	2	2	2	1
688860	R&S INCORPORATED	P.O. BOX #2	BULLVILLE	NY	10915	442680	MOUNTAIN CANDY & CIG	0	7	7	7	7	1
691930	FINE MART, INC.	RT. 42	KIAMESHA LAKE	NY	12751	442680	MOUNTAIN CANDY & CIG	0	4	4	4	4	1
698971	ROXBURY CONV STORE	MAIN STREET	ROXBURY	NY	12474	442680	MOUNTAIN CANDY & CIG	0	2	2	2	2	1
703094	A&T PETROLEUM	PO BOX 1103	PINE BUSH	NY	12566	442680	MOUNTAIN CANDY & CIG	964510	4	4	4	4	1
721883	THE ITALIAN DELI	123A RACEWAY RD	MONTICELLO	NY	12701	442680	MOUNTAIN CANDY & CIG	969568	1	1	1	1	1
732078	MOBIL FOOD MART	RT 17K	BULLVILLE	NY	10915	442680	MOUNTAIN CANDY & CIG	0	1	1	1	1	1
732088	Z.S.&S CORP.	150 BROADWAY	MONTICELLO	NY	12701	442680	MOUNTAIN CANDY & CIG	0	2	2	2	2	1
737910	RALPH'S	259 E MAIN ST	MIDDLETOWN	NY	10940	442680	MOUNTAIN CANDY & CIG	981142	1	1	1	1	1
769971	SHORT STOP STORE INC	480 E MAIN ST	MIDDLETOWN	NY	10940	442680	MOUNTAIN CANDY & CIG	0	2	2	2	2	1
895203	FAIR OAKS S/S INC.	ROUTE 17M BROWN ROAD	MIDDLETOWN	NY	10940	442680	MOUNTAIN CANDY & CIG	925586	4	4	4	4	1

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ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VAP WHLSR	VAP WHLSR NAME	SUPP NO	Number of Cartons To be Shipped SALEM FF	LT	FF 100	LT 100	TOTAL NO. OF STORES (DISPLAYS)
739081	A&S MART INC.	2501 ALBANY ST	SCHENECTADY	NY	12304	442680	MOUNTAIN CANDY & CIG	0	3	3	3	3	1
486928	BROADWAY GROCERS	702 AB BROADWAY	KINGSTON	NY	12401	442680	MOUNTAIN CANDY & CIG	963645	7	7	7	7	1
767885	JANES VARIETY II	149 2ND AVE	ALBANY	NY	12202	442680	MOUNTAIN CANDY & CIG	0	2	2	2	2	1
178618	HWANG CORP	RR 3 BOX 490A	RED HOOK	NY	12571	442680	MOUNTAIN CANDY & CIG	949461	3	3	3	3	1
651694	BP STONE RIDGE	3492 MAIN ST.	STONE RIDGE	NY	12484	442680	MOUNTAIN CANDY & CIG	960971	2	2	2	2	1
693696	PINE GAS	RT 199 BOX 421	PINE PLAINS	NY	12567	442680	MOUNTAIN CANDY & CIG	0	1	1	1	1	1
699045	RAINBOW PETROLEUM IN	106 ROUTE 9 N	RHINEBECK	NY	12572	442680	MOUNTAIN CANDY & CIG	0	3	3	3	3	1
274614	44 55 DELI	RT 44 & 55 BOX 560	HIGHLAND	NY	12528	442680	MOUNTAIN CANDY & CIG	944090	2	2	2	2	1
303493	MEADOW HILL MOBIL	1117 UNION AVE	NEWBURGH	NY	12550	442680	MOUNTAIN CANDY & CIG	481952	4	4	4	4	1
420051	GETTY GUJJAR PETRO	76 NORTH CHEST RT 32	NEW PALTZ	NY	12561	442680	MOUNTAIN CANDY & CIG	0	2	2	2	2	1
730142	LAL PETROLEUM	160 MAIN ST	NEW PALTZ	NY	12561	442680	MOUNTAIN CANDY & CIG	0	2	2	2	2	1
619804	VALUE RITE THRIFT	RT 9G HAVILAND	HYDE PARK	NY	12538	442680	MOUNTAIN CANDY & CIG	0	2	2	2	2	1
723015	LAL PETROLEUM	RT 44 & TIMOTHY HTS	PLEASANT VALLEY	NY	12569	442680	MOUNTAIN CANDY & CIG	0	2	2	2	2	1
729876	FOODWAY CONV	1163 ROUTE 9	WAPPINGERS FLS	NY	12590	442680	MOUNTAIN CANDY & CIG	0	2	2	2	2	1
770154	GETTY # 58721	RT 9 ALBERTSON	HYDE PARK	NY	12538	442680	MOUNTAIN CANDY & CIG	948703	2	2	2	2	1
682673	RKJ ENTERPRISE	I 84 & RTE 52	CARMEL	NY	10512	442680	MOUNTAIN CANDY & CIG	965327	2	2	2	2	1
578939	PLAZA TOBACCO	WINDMERE AVE	GREENWOOD LAKE	NY		442680	MOUNTAIN CANDY & CIG	0	4	4	4	4	1
659479	DAILY STOP	168 JERSEY AVE	PORT JERVIS	NY		442680	MOUNTAIN CANDY & CIG	0	3	3	3	3	1
660610	JASON DOBB'S	EAST MAIN ST	PORT JERVIS	NY		442680	MOUNTAIN CANDY & CIG	962035	3	3	3	3	1
693284	PINE ISLAND FOOD	RR 3 BOX 3	GOSHEN	NY		442680	MOUNTAIN CANDY & CIG	0	3	3	3	3	1
720308	ULTRA POWER FOOD	COUNTY RT 1 & PULASKI HWY	PINE ISLAND	NY		442680	MOUNTAIN CANDY & CIG	965327	2	2	2	2	1
						442680 Total			150	150	150	150	53

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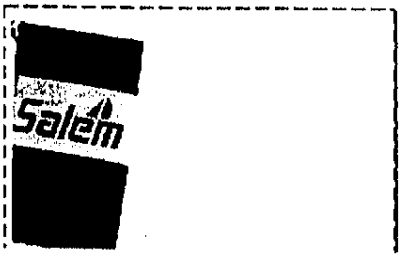
RJR TOBACCO



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- *R. J. REYNOLDS'* SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 07/14/97

ACCOUNT NUMBER: 442680
VOUCHER NUMBER: 15360636
DATE WRITTEN: 07/14/97
STATUS: PAID
AMOUNT PAID: 140.00

MOUNTAIN CANDY & CIG
LAKE STREET
SOUTH FALLSBURG , NY 1277

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	10.00	140.00

EXPLANATION: SALEM TEAR TAPE #701147: JULY/AUGUST/J. MCLEAN

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